

InvestWrite



The Foundation for Investor Education sponsors a nationwide InvestWrite essay competition for students who participate in The Stock Market Game. The background and assignment for this year's competition are described below. Students must write their own essays and document any sources they used for information. Essays must be **at least 400 words** and **may not exceed 850 words**.

To submit an essay:

- If you would like to turn in a rough draft, it must be typed in Microsoft Word and e-mailed to **mhall@buckleycountryday.com**
- Final papers must be e-mailed by **Wednesday, December 12, 2012**

Background:

Journalists, reporters and internet bloggers write about many different things. Business reporters often write stories about events that affect the performance of a stock or bond. The event might have a positive or a negative influence, and might cause minor or major changes in a company and the price of its stock or bond.

Stocks are shares in a company. The price of the stock can be affected by many things that happen in the company or outside of the company. For example, a company could hire a popular new CEO, be involved in a merger or takeover, invent a great new product, or have a lawsuit filed against them. The company could also have an increase in profit and the Board of Directors may choose to pay a higher dividend to stockholders. Or there could be a natural disaster that affects the company.

Bonds have a fixed interest rate that provides steady income to an investor. However, the price to buy a bond fluctuates depending upon interest rates in the economy. When interest rates rise, bond prices fall, and when interest rates decline, bond prices rise. In your research you may find other risks for bonds, such as inflation.

Essay:

Imagine you are a business reporter or you have a popular blog site on the internet. Choose a newspaper or magazine you would like to work for and explain your choice; or discuss what your blog site would be about and why people would follow your blog.

For this essay you will write a news article to announce a news-breaking event that will influence a company's stock or bond, or both. The event can be real world or it can be a fictional event you create.

Pick a real world, publicly traded company and in your own words write about the product(s) or service(s) the company provides. The company may be from your Stock Market Game portfolio or you can choose one that is not in your portfolio. Be sure to explain why you chose that company.

Describe the event and use magazines, newspaper articles and the internet to research information that will help you determine and write about the impact of the event. You might even interview an expert. Provide the sources of your research and cite specific examples that helped you write your article.

Also include whether the event would have a positive or negative impact on the company and why. Explain why you think the outcome will be short-term or long-term and why.

Include in your essay something you learned in the Stock Market Game that helped you write your article.

InvestWrite Topic For Grades 6-8, Fall 2012

Final Essay Due Date:
**Wednesday,
December 12, 2012**

Judges will base their decisions on the author's understanding of the subject matter, rationale, and writing style. For more information about the topic, please refer to articles and activities available in history class. For any research that you conduct when preparing your essay, please be sure to cite your sources using the format specified in the "Buckley Style Guide."